



Liza Zimmerman

The Wine Chick™

...because life is better with wine



Educational and consulting services



Clients



What people are saying



What sets me apart



Liza Zimmerman's Consulting Services:

Services: speaking on industry trends, wine education, generation of marketing and branding materials, wine training for restaurant and retail sales staff, programs for summer associates at law firms, interactive wine blending and cocktail creation seminars, creation and revitalization of wine lists and private collections

Clients: corporations, event and meeting planners, restaurants, restaurant consultants, hotels, wine schools, wine clubs, collectors and home chefs

Areas of expertise for consumers: the frontiers of wine and spirits, wine tasting 101, wine and food pairing, wine etiquette for business, wine purchasing savvy for restaurants and stores, comparative wine regions and varietals

Key topics for the trade: the frontiers of wine and spirits, maximizing wine sales to on-premise accounts, what historically generates media coverage



Some of Liza Zimmerman's clients:

Wine Spectator

THE
Gourmet
INSTITUTE

Microsoft

UNISYS

**WELLS
FARGO**



**RUDD CENTER FOR
PROFESSIONAL
WINE STUDIES**



THE
Commonwealth Club
OF CALIFORNIA

IBM

IHG
InterContinental Hotels Group

Cheers

CRYSTAL  CRUISES

Fodor's

WINE BUSINESS MONTHLY

MEADOWOOD
Napa Valley
THE NAPA VALLEY RESERVE

Deloitte.

Wine & Spirits


BACARDI
BARTENDER & CHEF
CRUISE COMPETITION

MICHAEL GREEN

AP Associated Press

WINE  ENTHUSIAST

TimeOut
New York

AMBROSIA
THE 800-FLOWERS OWNED WINE
CLUB

SAN FRANCISCO **CLIFT**
HOTEL

HENDRICK'S


NORTHWESTERN
UNIVERSITY

 **Fireman's Fund**
Insurance Company

Vinum
wine importing and distributing, llc

MARKET WATCH

**WEIL
GOTSHAL**

MORRISON FOERSTER

SIDLEY AUSTIN LLP
SIDLEY


SAN FRANCISCO
INTERNATIONAL
WINE
COMPETITION



What People are Saying About Liza

Zimmerman:

“You did an unbelievable job. The audience (our clients) was completely engaged and appreciated the value you added to the overall program,” Caroline Stone, Senior Marketing Manager, Unisys Corporation, Blue Bell, Pennsylvania

“You did an outstanding job! It was not an easy crowd to please and yet all our colleagues we spoke to told us how much they enjoyed your speech!” René Van Camp, Corporate Beverage Director, The Americas, InterContinental Hotels Group, Atlanta

“When we wanted to broaden *Wine Business Monthly*’s coverage of marketing, we looked to Zimmerman because she has the depth and breath of wine industry knowledge and contacts to deliver pertinent market intelligence to our readers,” Cyril Penn, Editor, *Wine Business Monthly*, Sonoma, California

“You did a wonderful job presenting the wines and creating a very enjoyable event. I know many of our non-California clients appreciated the hip wine info and also learned some really useful facts,” Jay Dunlap, Manager and Vice President, Operations and Technology, Landacorp, a SHPS Company, Chico, California

“Liza’s creativity and in-depth understanding of the drinks industry have helped us create several exciting public relations campaigns.” Aurora Kessler, former Account Executive, Baltz & Company, the public relations agency for Hendrick’s Gin, Glenfiddich and The Balvenie Scotches, New York City

For more testimonials please see www.lizathewinechick.com





Liza Zimmerman's approach is:

Passionate:

I have been drinking wine, loving it and knowing it enriches my life, relationships and meals, for many years.

Visionary:

Years of wine business experience have helped me understand trends and open people up to them while they are still cutting edge.

Articulate:

More than a decade at the helm of major wine publications has taught me to get the point across, in a fun and approachable way.

Well Traveled:

I have visited almost all of the world's major wine-growing regions and understand their history and culture.

Experienced:

More than a decade in the wine business has given me a solid perspective and helped me build extensive relationships with key players to facilitate organizing events.

Educated:

Years of experience and academic background have given me the insight to help people approach wine in the way they feel most comfortable.

Down to Earth:

I know that gathering at table is what has kept families and society together for years, and wine is an essential part of it.

